



WDAF-TV

ORDER

Print Date 08/02/12 Page 1 of 2

Flight Dates 08/04/12-08/07/12

Contract / Revision 565793 /

Original Date / Revision 08/02/12 08/02/12

Advertiser Schoeller/R/MO Sec of State

Agency Victory Enterprises

Buying Contact Brian Dumas

5200 SW 30th Street
Davenport, IA 52802

Product August 4-7, 2012

Agency Com 15%

Billing Contact

5200 SW 30th Street
Davenport, IA 52802

Sales Office L-KC

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate # August 4-7, 2012

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL PLC POL

Product Codes PL1Ma

Priority DEFAULT

Advertiser Ref

Primary Account Executive
Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Jeannie Blau	%		

Order Share 25% Market Value 19800

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	4950
KCWE	%	0
KMBC	25%	4950
KMCI	%	0
KPXE	%	0
KSHB	25%	4950
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	12	\$4,207.50	\$4,950.00	0.00
Totals	12	\$4,207.50	\$4,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/07/12	12	\$4,207.50	\$4,950.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	4	08/04/12	08/04/12	Sa 5-6p Sa 5-6p	CM-All	5-6p	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					1	\$225.00		0.00			
N 2	4	08/05/12	08/05/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					1	\$375.00		0.00			
N 3	4	08/05/12	08/05/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$750.00	2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					1	\$750.00		0.00			
N 4	4	08/05/12	08/05/12	Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	Su 7-9a -----S		1				\$150.00		0.00			
N 5	4	08/05/12	08/05/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S		1				\$375.00		0.00			
N 6	4	08/06/12	08/07/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	22-----	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	22-----		4				\$450.00		0.00			
N 7	4	08/06/12	08/06/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1-----		1				\$225.00		0.00			
N 8	4	08/06/12	08/06/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	1-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1-----		1				\$450.00		0.00			
N 9	4	08/06/12	08/06/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	1-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	1-----		1				\$600.00		0.00			
													Totals	12	\$4,950.00